

IBM PROJECT

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Project Design Phase-I

Problem Solution Fit

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Who is your customer? eg. working parents of 0-5 y.o. kids	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> What limits your customers to act when problem occurs? Spending power, budget, no cash in the pocket? Network connection? Available devices?	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> Which solutions are available to the customer when he/she is facing the problem? What had he/she tried in the past? Pluses & minuses?	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR Which problem do you solve for your customer? There could be more than one, explore different sides. eg. existing solar solutions for private houses are not considered a good investment (1). How often does this problem occur?	9. PROBLEM ROOT / CAUSE RC What is the root of every problem from the list? eg. People think that solar panels are bad investment right now, because they are too expensive (1.1), and possible changes to the law might influence the return of investment significantly and diminish the benefits (1.2).	7. BEHAVIOR + ITS INTENSITY BE What does your customer do about / around / directly or indirectly related to the problem? eg. directly related: tries different "green energy" calculators in search for the best deal (1.1), usually chooses for 100% green provider (1.2). indirectly related: volunteering work (Greenpeace etc) How often does this related behavior happen?	
Identify strong TR & EM	3. TRIGGERS TO ACT TR What triggers customer to act? eg. seeing their neighbor installing solar panels (1.1), reading about innovative, more beautiful and efficient solution (1.2)	10. YOUR SOLUTION SL If you are working on existing business - write down existing solution first, fill in the canvas and check how much does it fit reality. If you are working on a new business proposition then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour .	8. CHANNELS of BEHAVIOR CH ONLINE Extract channels from Behavior block	Extract online & offline CH of BE
	4. EMOTIONS BEFORE / AFTER EM Which emotions do people feel before/after this problem is solved? Use it in your communication strategy. eg. frustration, blocking (can't afford it) > boost, feeling smart, be an example for others (made a smart purchase)		OFFLINE Extract channels from Behavior block and use for customer development	